

Cookie Policy – Mocean Subscription Platform

1. We use cookies

What are cookies

When you visit any website, it may store or retrieve information on your browser, mostly in the form of cookies. We use cookies on the Mocean Subscription Platform, in order to understand how you use our Mocean Subscription Platform and to improve your experience. This information might be about you, your preferences or your device and is mostly used to make the site work as you expect it to. The information does not usually directly identify you, but it can give you a more personalised web experience. Because we respect your right to privacy, you can choose not to allow some types of cookies. However, blocking some types of cookies may impact your experience of the site and the services we are able to offer.

Types of Cookies

Depending on the entity managing them:

- First party cookies: Are those which are sent to the user's system from a system or domain managed by the editor and from which the service requested by the user is provided.
- Third party cookies: Are those which are sent to the user's system from a system or domain that is not managed by the editor but by another company processing the data obtained through the cookies.

Depending on their purpose:

- Strictly necessary cookies: These cookies are necessary for the website to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in or filling in forms. You can set your browser to block or alert you about these cookies, but some parts of the site will not then work.
- Performance cookies: These cookies allow us to count visits and traffic sources so that we can measure and improve the performance of our site. They help us to know which pages are the most and least popular and to see how visitors move around the site. All information collected by these cookies is aggregated. If you do not accept these cookies, we will not know when you have visited our site and will not be able to monitor its performance.
- Targeting cookies: These cookies may be set through our site by our advertising partners. They may be used by those companies to build a profile of your interests and show you relevant adverts on other sites. They do not store directly personal information, but are based on uniquely identifying your browser and internet device. If you do not allow these cookies, you will experience less targeted advertising.
- Behavioural advertising cookies: Are those which enable the most efficient management possible of the advertising space that the editor has included in a website, application or platform from which the requested service is provided. These cookies store behavioural information about users obtained through the ongoing observance of their browsing habits, which allows a specific profile to be defined in order to show advertising on the basis of such profile.

The data processed by strictly necessary cookies is required for the aforementioned purposes in order to protect our legitimate interests and those of third parties pursuant to Art. 6 (1) f) GDPR in order to provide

you with our Mocean Subscription Platform and to ensure system stability and efficiency and to implement proper safeguards as to the security of our Mocean Subscription Platform and services.

The data processed by Functional, Performance and/or Targeting cookies are not strictly necessary for visiting our Mocean Subscription Platform. We will only process data by Functional, Performance and/or Targeting cookies if you gave us your prior consent pursuant to Art. 6 (1) (a) GDPR.

Disabling cookies

You may choose which cookies you want on the Mocean Subscription Platform by setting your preferences via the [Cookie Settings](#).

For more information about how we use your personal data, please also refer to our [Privacy Notice](#).

2. Google Analytics

This website uses Google Analytics, an web analysis service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Irland ("Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of the website will be transmitted to and stored by Google on servers in the United States of America ("USA").

The IP-anonymisation is activated on this website, your IP address will be truncated within the area of Member States of the European Union or other parties to the Agreement on the European Economic Area. Only in exceptional cases the whole IP address will be first transferred to a Google server in the USA and truncated there.

Google will use this information on behalf of the operator of this website for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing them other services relating to website activity and internet usage.

The IP-address that your browser conveys within the scope of Google Analytics, will not be associated with any other data held by Google. You may refuse the use of cookies by selecting the appropriate cookie settings on our website.

Please refer to further information on usage rights or data protection please visit the following websites: <https://www.google.com/policies/privacy/> <https://www.google.com/intl/en/policies/terms/>.

3. DoubleClick (Google)

Our website uses the online marketing tool DoubleClick by Google. DoubleClick uses cookies to serve ads that are relevant to users, to improve campaign performance reports, or to prevent a user from seeing the same ads multiple times. Google uses a cookie ID to determine which ads are shown in which browser and can prevent them from being displayed multiple times. In addition, DoubleClick uses cookie IDs to track so-called conversions network related to ad requests. For example, if a user sees a DoubleClick ad and later goes to the advertiser's website with the same browser and buys something there. According to Google, DoubleClick cookies do not contain personally identifiable information.

Due to the marketing tools used, your browser will automatically establish a direct connection to the Google server. We have no influence on the scope and further use of the data collected by the use of this tool by Google and therefore inform you to the best of our knowledge: By including DoubleClick, Google receives the information that you access the corresponding part of our website or clicked an ad from us. If you're registered with a service provided by Google, Google may associate the visit with your account. Even if you are not registered with Google or have not logged in, there is a chance that the provider will find and store your IP address.

You can prevent participation in this tracking process in a number of ways: by setting your browser software accordingly, in particular, the suppression of third-party cookies will prevent you from receiving any third party advertisements;

- by disabling the cookies for conversion tracking by setting your browser to block cookies from the domain www.googleadservices.com, <https://www.google.com/settings/ads>, this setting is deleted when you delete your cookies;
- by deactivating the interest-based advertisements of the providers that are part of the "About Ads" self-regulation campaign via the link <http://www.aboutads.info/choices>, this setting is being deleted when you delete your cookies;
- by permanent deactivation in your browsers Firefox, Internet Explorer or Google Chrome under the link <http://www.google.com/settings/ads/plugin>.

We point out that in this case you may not be able to use all features of this offer to the fullest.

To learn more about DoubleClick by Google, visit <https://www.google.com/doubleclick> and <http://support.google.com/adsense/answer/2839090>, and Google privacy policy in general: <https://www.google.com/intl/en/policies/privacy>.